



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/12 thru 06/18.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jun 12, 2015

NATIONAL SUMMARY

	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	53.0% of 29,100 outlets	30.0% of 29,100 outlets	41.4% of 22,900 outlets
Special Rate ^{4/}	2.5%	2.5%	1.9%
Activity Index ^{2/}	17,411	12,084	13,900
3/	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg

WHOLE BIRDS:			
Fresh - Hens			
" - Toms			
Frozen - Hens		7 0.99	
" - Toms		7 0.99	140 0.99

PARTS:			
Breast:			
Bone-in, whole			
Fresh		5 2.99	
Frozen	281 1.51	491 1.61	580 2.09
Split, bone-in			
Fresh			
Rotisserie	236 8.02		40 8.66
Boneless, whole		69 5.19	
Cutlets	318 5.28	667 5.18	800 4.89
Cutlets, thin sliced		188 4.99	180 4.99
Strips			
Tenders	109 4.88	118 4.78	510 4.66
Marinated Tenders	295 4.26	59 4.10	790 4.33
Drumsticks	48 2.22	125 2.59	280 1.84
Thighs	15 2.59	9 1.99	20 1.87
Wings	41 2.36	125 2.59	270 1.84
Necks	5 1.69	14 1.69	50 1.99
Smoked Drumsticks	50 2.42	17 2.49	10 1.99
Smoked Wings	50 2.42	17 2.49	10 1.99
Smoked Necks	94 2.24	17 2.49	

GROUND TURKEY:	13,890 3.40	8,214 3.79	8,230 3.51
Patties	767 4.40	209 4.24	560 3.89
Sausage	984 3.62	659 3.59	760 3.48
85% lean	3,887 2.72	1,833 2.96	2,640 2.57
93% lean	7,101 3.42	2,827 3.39	1,850 3.43
Breast	1,151 4.76	2,686 4.79	2,420 4.98
Rolls (frsh/frz 1 lb.)	208 2.39	175 2.46	700 2.90

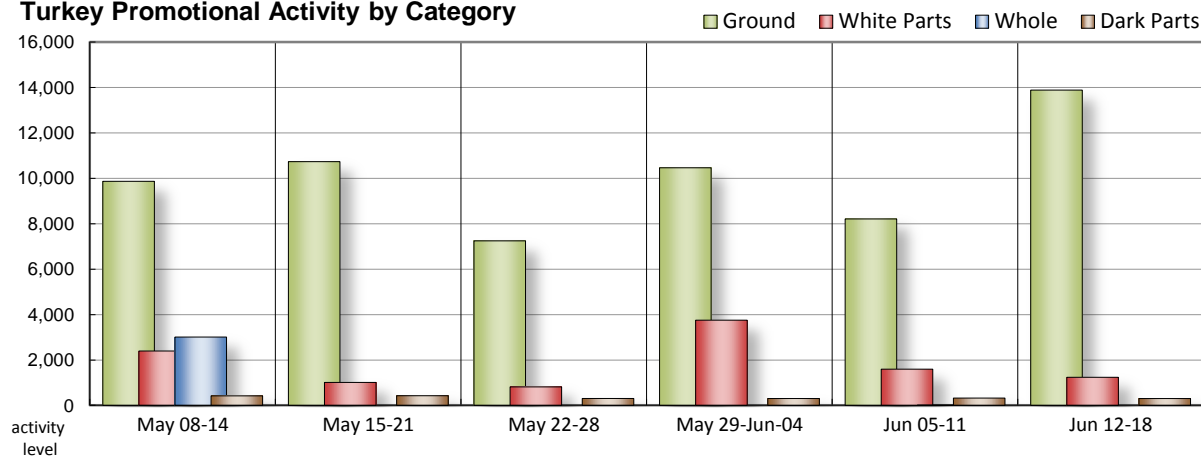
Specialty ^{5/}			
Patties	102 3.62	369 4.99	
93-94% lean	1,627 4.81	511 4.30	380 5.36
Breast	42 6.12	880 6.23	910 6.48

Note: rolls & specialty not included in ground turkey total and weighted average.

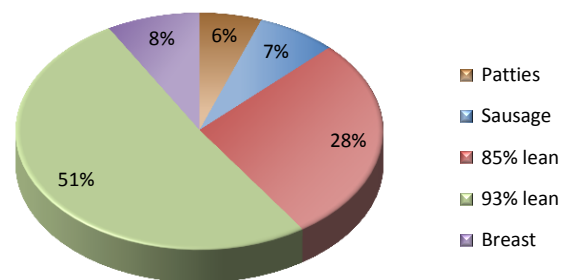
This Week's Turkey Feature Highlights

Turkey feature activity increases this week. Whole bird offerings are non-existent. Both offers and prices decline for bone-in breasts. Rotisserie breasts appear with limited visibility. As we approach the middle of the month, offerings of most white parts decline with the exception of marinated tenders. Values trend higher. Smoked dark parts are viewed more often, fresh less. Prices are lower for most dark items; however you will pay more for thighs. There are plenty of opportunities to fire up that grill for Father's Day as grind activity increases. The most popular grind featured is 93% lean. Average values are lower for 85% lean, ground breast, and rolls, while patties, sausage, and 93% lean are higher. Deli activity increases with a greater offering of service deli thick slicing meats. Prices are mixed for service deli items; lower for both processor and private label self-service label 7-10 ounce packaging size.

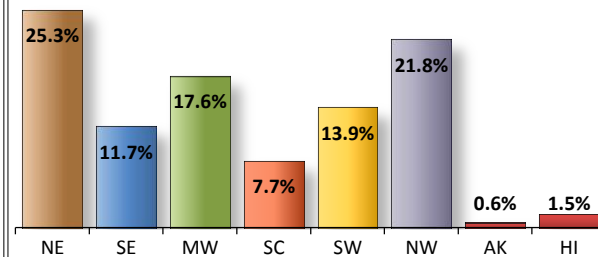
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. Jun 12, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	72.8% of 5,500 sampled outlets			57.5% of 7,400 sampled outlets			54.7% of 6,100 sampled outlets		
Activity Index ^{2/}	10.2% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.4% of stores w/ no-price promotions		
	Activity Index = 5,508			Activity Index = 3,480			Activity Index = 3,480		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49	164	1.49	1.29 - 1.49	11	1.33	1.48 - 1.99	44	1.67
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.99	228	8.02						
Boneless, whole									
Cutlets	4.99 - 5.99	315	5.28	5.49	2	5.49	5.49	1	5.49
Cutlets, thin sliced									
Strips									
Tenders	4.99	73	4.99	4.99	21	4.99	4.99	3	4.99
Marinated Tenders	4.26	284	4.26				4.26	11	4.26
Drumsticks				2.49	14	2.49	1.79 - 2.59	24	2.29
Thighs							2.59	15	2.59
Wings				2.79	12	2.79	1.79 - 2.59	24	2.29
Necks									
Smoked Drumsticks	2.39 - 2.49	50	2.42						
Smoked Wings	2.39 - 2.49	50	2.42						
Smoked Necks	2.19 - 2.49	94	2.24						
GROUND TURKEY:									
Patties	3.99	322	3.99	3.99 - 6.98	94	6.76	3.99	132	3.99
Sausage	2.63 - 4.15	309	3.64				3.00 - 4.09	415	3.55
85% lean	2.33 - 3.99	698	2.76	2.33 - 3.00	2,275	2.68	2.33 - 3.19	480	2.81
93% lean	2.74 - 3.99	1,557	3.45	2.74 - 3.85	685	3.13	2.74 - 3.99	1,756	3.18
Breast (99-100% lean)	4.61 - 5.38	772	4.75	4.16 - 4.99	24	4.89	4.16 - 5.38	249	4.55
Rolls (frsh/frz 1 lb.)	2.29	4	2.29	2.49	86	2.49	1.99 - 2.49	81	2.23
Specialty ^{5/}									
Patties	3.49	72	3.49				3.50	21	3.50
93-94% lean	3.99 - 5.00	491	4.61	4.79 - 5.00	256	4.97	3.99 - 4.99	224	4.50
Breast	5.99	25	5.99						


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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jun 12, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	28.6% of 4,900 sampled outlets			39.5% of 3,800 sampled outlets			67.5% of 1,300 sampled outlets		
Special Rate ^{4/}	2.8% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.1% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,526			Activity Index = 1,997			Activity Index = 1,297		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.29 - 1.79	54	1.47				1.58	8	1.58
Split, bone-in									
Fresh									
Rotisserie	7.99	8	7.99						
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders	3.98	12	3.98						
Marinated Tenders									
Drumsticks				1.69	10	1.69			
Thighs									
Wings				1.69	5	1.69			
Necks				1.69	5	1.69			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	1	3.99	2.99 - 4.99	195	4.41	2.99	23	2.99
Sausage	3.19 - 4.09	102	3.69	3.27 - 4.09	64	3.30	3.52 - 4.49	94	3.98
85% lean	2.66 - 2.79	237	2.78	2.39 - 3.19	118	2.86	2.39 - 2.99	77	2.87
93% lean	2.74 - 4.00	949	3.26	3.19 - 4.00	1,284	3.65	3.19 - 4.00	783	3.83
Breast (99-100% lean)	5.00	23	5.00	4.79	26	4.79	4.79	23	4.79
Rolls (frsh/frz 1 lb.)	2.79	26	2.79	1.99	11	1.99			
Specialty ^{5/}									
Patties				4.99	9	4.99			
93-94% lean	5.00	114	5.00	4.59 - 5.00	253	4.99	5.00	289	5.00
Breast				5.99 - 6.59	17	6.31			



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	36.6% of 100 sampled outlets			78.8% of 100 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 34			Activity Index = 89		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties						
Sausage						
85% lean	2.99	2	2.99			
93% lean	3.99 - 4.80	32	4.52	3.19 - 4.80	55	4.43
Breast (99-100% lean)				5.99	34	5.99
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/12 thru 06/18.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jun 12, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	56.3% of 29,100 stores		53.7% of 29,100 stores		71.6% of 22,900 stores		81.3% of 5,500 sampled outlets			56.0% of 7,400 sampled outlets		
Activity Index 2/	37,476		35,411		54,530		Activity Index = 15,457			Activity Index = 4,471		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,703	8.49	3,963	8.24	6,650	8.35	6.48 - 12.99	1,780	8.60	5.99 - 9.99	717	8.89
Private Brand	2,596	7.93	1,797	7.88	3,310	7.80	6.99 - 8.99	2,396	7.90	7.99	4	7.99
Category 2												
Processor Brand	2,228	5.90	1,570	6.15	4,620	5.68	4.99 - 6.99	746	6.47	4.99 - 6.99	201	5.78
Private Brand	1,412	6.13	2,021	6.56	3,200	6.65	4.99 - 6.99	598	5.65	4.99 - 6.99	50	6.03
Category 3												
Processor Brand	656	3.89	990	3.98	1,010	4.57	3.99 - 4.99	170	4.33	4.00	233	4.00
Private Brand	14	4.29	126	5.00	280	4.42	3.99	8	3.99			
Turkey Ham												
Processor Brand	439	3.51	304	3.78	340	4.16	3.49 - 4.99	222	3.80	3.69	2	3.69
Private Brand												
Turkey Pastrami												
Processor Brand	296	4.42	148	4.92	180	5.30	3.99 - 4.99	296	4.42			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,605	8.55	3,437	7.86	2,870	8.33	5.99 - 10.99	932	8.70	8.99	35	8.99
Private Brand	4,068	7.61	668	7.62	2,910	8.11	5.99 - 8.99	2,980	7.74	6.99	122	6.99
Category 2												
Processor Brand	96	5.55	555	5.84	280	4.76						
Private Brand	286	5.11	487	5.97	360	5.98	5.00 - 5.97	185	5.09	5.00	84	5.00
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	6,660	3.43	7,768	3.62	11,760	3.31	2.49 - 4.69	2,206	3.39	2.50 - 4.29	595	3.35
Private Brand	1,626	3.05	1,594	3.09	1,680	3.23	3.00 - 3.50	262	3.02	3.00	288	3.00
Turkey 16 oz												
Processor Brand	2,721	5.32	1,646	5.20	2,070	4.47	4.99 - 5.99	235	5.68	3.50 - 5.99	1,389	5.20
Private Brand					170	4.99						
Chicken 7-10 oz												
Processor Brand	6,444	3.45	6,743	3.61	11,300	3.33	2.49 - 4.69	2,179	3.39	2.50 - 4.29	463	3.52
Private Brand	1,626	3.05	1,594	3.09	1,540	3.28	3.00 - 3.50	262	3.02	3.00	288	3.00

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	49.0% of 6,100 sampled outlets			45.0% of 4,900 sampled outlets			44.7% of 3,800 sampled outlets			66.1% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 6,128			Activity Index = 5,098			Activity Index = 4,056			Activity Index = 2,076		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5.99 - 9.99	762 8.12		6.99 - 9.99	512 8.34		6.99 - 13.99	701 8.19		7.99 - 8.99	224 8.93	
Private Brand	6.99 - 12.99	141 8.11		6.99 - 12.99	48 8.81		7.99	5 7.99		12.99	2 12.99	
Category 2												
Processor Brand	4.99 - 6.99	737 5.75		4.98 - 5.99	493 5.40		4.99 - 5.19	46 5.00		5.99	5 5.99	
Private Brand	4.99 - 6.99	116 5.65		4.99 - 6.99	638 6.68					6.99	10 6.99	
Category 3												
Processor Brand	2.99 - 4.49	97 3.75					2.89 - 3.99	151 3.34		2.99	5 2.99	
Private Brand	4.69	6 4.69										
Turkey Ham												
Processor Brand	3.49	8 3.49		3.69	8 3.69		2.49 - 3.79	199 3.17				
Private Brand												
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 9.99	322 7.27		6.99 - 7.49	56 7.01		7.99 - 9.99	260 9.87				
Private Brand	6.99 - 8.49	42 7.20		6.99 - 8.49	593 7.43					6.99	289 6.99	
Category 2												
Processor Brand	3.99 - 5.99	75 5.43								5.99	21 5.99	
Private Brand	5.79 - 5.99	17 5.86										
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 3.99	1,216 3.23		2.29 - 4.49	1,003 3.64		2.99 - 3.99	904 3.49		2.98 - 3.99	673 3.51	
Private Brand	2.79 - 3.00	382 2.99		2.57 - 3.00	272 2.95		3.00 - 3.49	352 3.25		3.00 - 3.59	65 3.05	
Turkey 16 oz												
Processor Brand	4.99 - 5.99	624 5.49		4.99 - 5.99	242 5.06		4.99 - 5.99	182 5.33		5.99	44 5.99	
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.50 - 3.99	1,201 3.24		2.29 - 4.49	961 3.68		2.99 - 3.99	904 3.49		2.98 - 3.99	673 3.51	
Private Brand	2.79 - 3.00	382 2.99		2.57 - 3.00	272 2.95		3.00 - 3.49	352 3.25		3.00 - 3.59	65 3.05	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	40.9% of 100 sampled outlets			32.7% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 114			Activity Index = 76				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	7.99	1 7.99		8.99	6 8.99			
Private Brand								
Category 2								
Processor Brand								
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand	7.99	42 7.99						
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.50 - 4.99	32 4.48		3.50 - 4.99	31 4.80			
Private Brand	3.59	1 3.59		3.00	4 3.00			
Turkey 16 oz								
Processor Brand	6.49	5 6.49						
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.50 - 4.99	32 4.48		3.50 - 4.99	31 4.80			
Private Brand	3.59	1 3.59		3.00	4 3.00			

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)